



U.S. AIR FORCE

Air Force Public Affairs Agency



U.S. AIR FORCE

Air Force Trademark & Licensing Program

Integrity - Service - Excellence



U.S. AIR FORCE

U.S. Air Force Trademark & Licensing Program

- Builds instant, consistent USAF brand recognition



U.S. AIR FORCE

Sample of current license agreement holders



Longaberger®



B
new balance

www.trademark.af.mil

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Common insignia and marks

U.S. AIR FORCE



U.S. AIR FORCE

Air Force Symbol



Coat of Arms



Hap Arnold Wings



Air National Guard



Thunderbirds Emblem



Enlisted Rank



Patches



Insignia

Slogans:

Aim High ... Fly, Fight, Win

Air, Space, Cyberspace

Cross into the Blue

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All Air Force logos, symbols and insignia

- All are legally recognized marks
- Does not include the Air Force Academy
- Officer ranks not included because mirrored throughout services and some countries



Office Of The Secretary

DEPARTMENT OF THE AIR FORCE
WASHINGTON, DC

16 Jan 09

MEMORANDUM FOR SAF/PA
SAF/GCQ

FROM: Chief, Integrated Marketing Branch

SUBJECT: Air Force Trademark Licensing Program

1. References:

- a. Title 10, United States Code, Sections 2260.

2. Purpose: This memorandum utilizes Title 10 USC 2260 for which the Secretary of the Air Force may designate Department of the Air Force logos, symbols, insignia, or other devices used as marks by Department of the Air Force its licensees, or its "related companies" under 10 U.S.C. 2260. Authority to designate these marks has been delegated by the Secretary to the Director of SAF/PA who in turn delegated the authority to the Chief, Integrated Marketing Branch.

3. Policy: The many symbols, names, insignia, and logos of the Air Force represent the time-honored qualities of the Air Force's service to the Nation. They operate as legally recognized marks, and are invested with goodwill deserving of protection. The licensing of these marks can bring credit to the Air Force and its Airmen and help communicate Air Force values to the public at large. The following is declared to be Department of the Air Force policies regarding the licensure of Department of the Air Force owned marks.

- a. All names, logos, symbols, insignia, or other devices used as marks by Department of the Air Force its licensees, or its "related companies," as that term is used in law, except for those directly relating the United States Air Force Academy are hereby designated as marks for which fees from licensing may be retained under 10 U.S.C. 2260.

Keith Lebling
Chief, Integrated Marketing Branch

- a. All names, logos, symbols, insignia, or other devices used as marks by Department of the Air Force its licensees, or its "related companies," as that term is used in law, except for those directly relating the United States Air Force Academy are hereby designated as marks for which fees from licensing may be retained under 10 U.S.C. 2260.

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Air Force Historical Agency

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For a complete list of emblems visit

<http://www.afhra.af.mil/art/mediagallery.asp?galleryID=5306>

The screenshot shows the homepage of the Air Force Historical Research Agency. The header includes the agency's name and a navigation menu with links to HOME, ORGANIZATIONAL RECORDS, STUDIES, DOCUMENTS, TIMELINES, ART, PHOTOS, and AERIAL VICTORY CREDITS. A sidebar on the left lists Major Commands, DEUs and FOAs, Numbered Air Forces, Air Divisions, Named Organizations, Wings/Groups, and Squadrons/Flights. The main content area features an announcement about the availability of historical documents on CD-ROMs, a section titled 'From the Capt Joseph J. Merhar Jr. Collection' with a photo of a B-29 bomber, and a search bar. The footer contains the URL <http://www.afhra.af.mil/organizationalrecords/index.asp>.

The screenshot shows the 'Art > Media Gallery' page. The header includes the agency's name and a navigation menu. The main content area displays a grid of eight emblems. Each emblem is accompanied by a file name and download links. The emblems shown are: AFG-100624-017.jpg, AFG-100624-016.jpg, AFG-070917-015.jpg, AFG-100617-001.jpg, FIGHTER ACADEMIES, 50th TRAINING SQ, and two others. The page also includes a search bar, a 'Selected: Emblem' dropdown, and a '12 Result(s) Found' message.

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How to become a licensee for our marks

- 1. Fill out a downloadable application at www.trademark.af.mil**
- 2. Fill out the application completely**
- 3. Attaching a physical product sample and proof of insurance with the application will expedite the process**
- 4. Call number listed at www.trademark.af.mil if you have questions**



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Trademark and Licensing

Guidelines for Use

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Air Force Seal



The Department of the Air Force Seal is protected by law from use by any party for purposes not specifically authorized by the Air Force. The seal is permitted only as outlined in AFMAN33-326, 01 Nov 1999.

Department of the Air Force Seal

****Do not collect royalties or license**

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Authorized Seal Users

AFMAN33-326, 01 Nov 1999



- **Commanders of Major Commands (MAJCOM)**
- **Field Operating Agencies (FOA)**
- **Military Assistance Advisory Groups**
- **Air Attachments**
- **Professors of Aerospace Studies**
- **Air Force General Officers**
- **Air Force Missions**
- **Direct Reporting Units**

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Authorized Seal Uses

AFMAN33-326, 01 Nov 1999

- **On printing issued at departmental level for general Air Force use**
- **Official Air Force films, videotapes or television programs**
- **On official programs, certificates, diplomas, invitations and greetings**
- **Memorials or monuments erected or approved by the Air Force**
- **Any official Air Force exhibit**
- **Wall plaques at Air Force facilities with commander/agency chief approval**





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Incorrect Use



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Unauthorized External Seal Uses



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Mark Definition



Air Force Coat of Arms

**Unlike the Air Force Seal,
The Air Force Coat of
Arms is available for
unofficial and commercial
uses.**





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Subtle Differences



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Mark Definition Hap Arnold Symbol



**The Hap Arnold logo
embodies the proud history
of the Air Force and the
leaders and heroes who were
instrumental in the formation
of an independent Air Force.**

**Hap Arnold or Army Air Corps
Symbol**



U.S. AIR FORCE

Mark Definition Hap Arnold Symbol



**Hap Arnold or Army Air Corps
Symbol**





U.S. AIR FORCE

Mark Definition Air Force Symbol



Air Force Symbol

The U. S. Air Force Symbol is currently the only registered trademark in the referenced group. Permission to use it for commercial enterprises and for advertising purposes (free or paid) is required.

**All designs whether internal or external must be approved the
Air Force Trademark and Licensing Program Office**



Symbol Design Guidelines

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Stand off spacing is required



Do not encroach the symbol



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www.trademark.af.mil/symbol/ (official symbol website)

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Proper Symbol Samples

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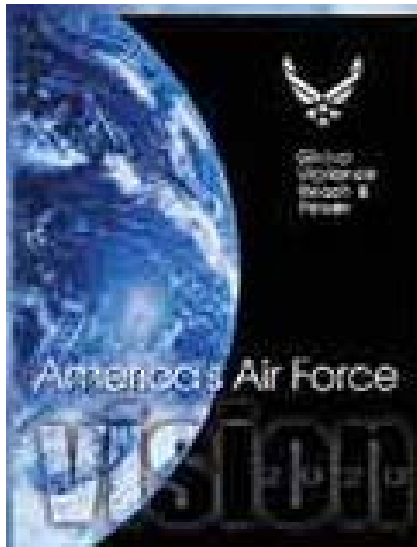


More Proper Symbol Use

U.S. AIR FORCE



Commercials



Literature



Merchandise



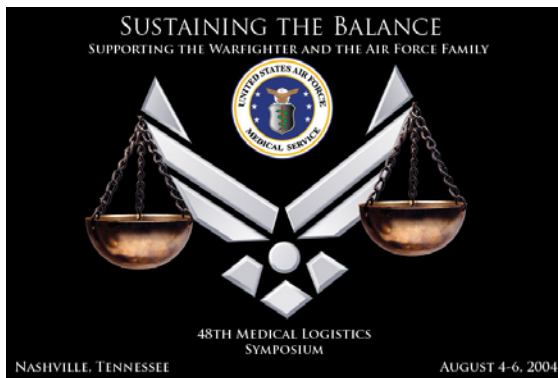
Tattoos

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Samples of Internal Misuse

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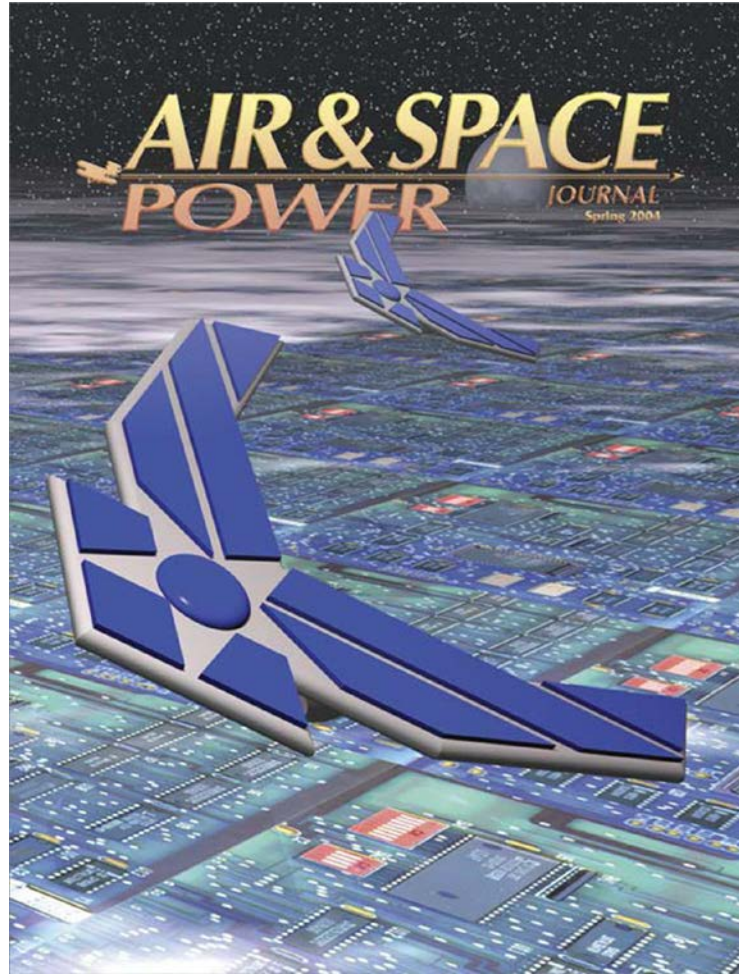


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Samples of External Misuse



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Samples of External Misuse

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Protecting Trademarks

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A Mixed Martial Arts Event
May 17th 2008

BIG RIVER RUMBLE

U.S. AIR FORCE U.S. ARMY U.S. MARINE CORPS

Sponsored By
COCONUT JOE'S
POPCORN CITY
BLUE MOON

Live @ the Onalaska Omni Center
Tailgate Starts 5:00pm
Doors Open 6:00pm
Fight Starts 7:30pm
A Tribute to our Armed Forces

Meet Tommy Speer from
The Ultimate Fighter

www.bigriverrumble.com

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We also own these marks

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External Misuse- Other Marks

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Don't own or license these marks



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Products we do NOT license

*****Open to the judgment of T&L staff***

- Alcohol
- Tobacco
- Firearms
- Weapons of Any Type
- Undergarments
- Condoms
- Products sexual in nature
- Food and Drink Items
- Drug or smoking paraphernalia

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Photo and film

- Use of DoD Personnel and Materiel in Advertising, Marketing or Promotional Material, Endorsement of a non-Federal entity, event, product, service or enterprise may be neither stated nor implied by DoD or DoD employees in their official capacities, including through use of their images.
- Titles, positions or organization names may not be used to suggest official endorsement or preferential treatment of any non-Federal entity, except in limited circumstances outlined in DoD Directive 5500.7-R.
- Military Service-specific insignia must be removed from advertising, marketing or promotional material.
- The use of Department of Defense still and/or motion imagery that includes people who can be personally identified in the image is not authorized, unless the requestor contacts the person(s) and obtains written permission for the use of their identifiable image.
- DoD materiel such as aircraft, missiles, ships, and other hardware cannot be used in any company marketing or advertising campaign, if they incorporate distinctive U.S. military markings and/or other features that would connote DoD endorsement of the campaign.

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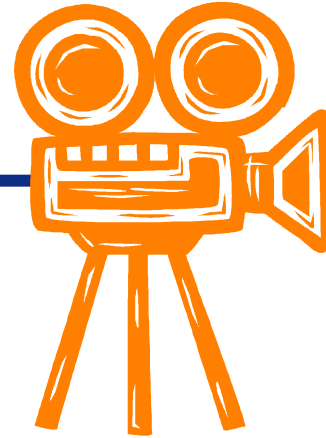
Photo and film

<http://www.youtube.com/watch?v=9AGay3mZHeE>

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Movies

- The Los Angeles office works with studios/movies in regard to Air Force uniforms and scripting.
- Agreement signed to ensure the integrity and the uniforms worn are not “true” uniforms.
- For questions, please contact Mr. Armstrong

George Armstrong (310) 235-7511

george.armstrong@losangeles.af.mil



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The Air Force Song

The USAF does not own the copyright to “The U.S. Air Force” song. All rights are controlled by Carl Fischer Inc.

<http://www.carlfischer.com/Fischer/copyright.html>

Phone : 860-444-8462

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Protecting our brand



This is a symbol of our heritage, our pride, blood, sweat and tears

HELP PROTECT THE IMAGE THAT TELLS THE WORLD WHO WE ARE

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When in doubt...

**The USAF Trademark and
Licensing office at 210.925.6497
or visit www.trademark.af.mil**

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